



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

Date: November 25, 2015

To: Board of Agriculture, Trade and Consumer Protection

From: Ben Brancel, Secretary, *Ben Brancel*
Dan Smith, Administrator, Division of Agricultural Development *Paul M. H.*

Subject: International Agribusiness Center – Trade Team Activities and Export Update

Presented By: Jen Pino-Gallagher, Bureau Director, Division of Agricultural Development
International trade team staff: Enrique Gandara, Jennifer Lu, Ashwini Rao, Lisa Stout

Recommendation/ Requested Action: Information only

Summary/Background: The International Agribusiness Center is housed within the Agricultural Market Development Bureau at the Department of Agriculture, Trade and Consumer Protection (DATCP). The International Agribusiness Center was established by the legislature in 1985 and its role is described in Chapter 93.

93.42 Center for International Agribusiness Marketing. (1) The department shall establish and operate a center for international agribusiness marketing. The center shall promote the export of the state's agricultural and agribusiness products in foreign markets.

Although the IABC was officially established in 1985 – the Department has been offering international trade services since the 1960s.

The Trade Team's services to Wisconsin's agribusinesses focus on a very robust core set of business development services that include:

- Exporter education
- Market research
- Market development

Agriculture generates \$88 billion for Wisconsin

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Team: The trade team helps Wisconsin's agricultural companies and producers succeed by identifying export opportunities around the world. The trade team provides technical expertise and market development initiatives to aid in the growth of Wisconsin agriculture through increased exports and development of trade enhancing partnerships. The team analyzes client feedback, global trends, market and export data to establish criteria for identifying target markets and activities.

The four-member trade team, led by Jen Pino-Gallagher, enjoys credibility and a strong record of excellent customer service among its stakeholders, largely attributed to the expertise and knowledge base of the multi-lingual and multi-cultural staff.

Services: Wisconsin companies - whether new to exporting or a seasoned international business - can benefit from the trade team's extensive knowledge and trade expertise. Below is a listing of services benefiting companies in every stage of a business' life cycle.

- **Exporter Education, Business Counseling, Education and Funding**
 - Evaluate a firm's export potential
 - Guidance on the mechanics of the export process
 - Identify resources and develop potential strategies for new/ expanding markets
 - Provide referrals to federal agencies and other organizations as needed
 - Education workshops around the state cover a wide-range of topics from exporter basics to detailed sessions
- **Market Research/ market overview studies**
- Customized market research and competitive analysis
- **Market Development**
 - Agent/ Distributor Search
 - Buyers Mission
 - Trade Missions
 - Food Show PLUS!™
 - Branded Program™ and other grant funding

The International Trade Team – led by Jen Pino-Gallagher, Bureau Director, is comprised of 4 full-time international economic development consultants. The consultants focus on diverse product sectors and geographies.

Lisa Stout – processed foods and ingredients; Canada, Middle East, Asia

Jennifer Lu – livestock, genetics, animal feeds, forestry; Asia

Enrique Gandara – livestock, genetics, animal feeds, forestry; Latin America, Canada, EU and Middle East

Ashwini Rao – processed foods and ingredients; Latin America, EU and India



Jen Pino-Gallagher



Lisa Stout



Jennifer Lu



Enrique Gandara



Ashwini Rao

2014 EXPORT FIGURES

From January to December 2014, Wisconsin exported more than \$3.6 billion worth of agricultural products to more than 145 countries. This value for agricultural exports was a record for Wisconsin and an increase of 13.6% percent compared to the same time period in 2013. This is the fifth year in a row that we have seen an increase in agricultural exports.

Top Five Markets for Wisconsin Exports - Agricultural Products

Country	\$ Value	Export % Growth
Canada	\$1.6 billion	13%
Mexico	\$332 million	27%
China	\$278 million	(-7%)
Korea	\$202 million	32%
Japan	\$144 million	11%

Top Five Products - Agricultural Exports

Product	\$ Value	Export % Growth	Product Details
Dairy and dairy derivatives casein, etc.	\$479 million	2%	Cheese, milk, whey, butter, lactose,
Miscellaneous Food	\$369 million	17%	Ingredients, sauces, yeasts, mustards
Beverages	\$342 million	13%	Denatured ethanol, beer
Raw Furskins	\$268 million	52%	Mink skins
Cereal grains	\$253 million	5%	Corn, wheat, barley

2015 EXPORT FIGURES – January – September 2015

Export figures for 2015 are down nationwide due to various factors including: a global economic slowdown led by China's economic weakness and financial instability; falling commodity prices; a strong dollar (and correspondingly weak Euro).

Wisconsin exported just over \$2.4 billion in agricultural products to 136 countries in the first three quarters of 2015, a decrease of almost 10 percent in value compared to the same period last year.

However, Wisconsin has moved up in ranking and now ranks 10th among U.S. states in agricultural exports. Wisconsin ranked 12th among U.S. states during the same period in 2014.

Wisconsin ranked first in the export of bovine genetics, ginseng roots, prepared/preserved sweet corn, pickles and prepared/preserved cranberries. Wisconsin ranked second in the export of cheese, whey, sausages and mink fur skins.

Wisconsin's Top 5 Markets for Agricultural Exports January – September 2015

Country	\$ Value	Export % Growth
Canada	\$1.1 billion	-10%
Mexico	\$216 million	-13%
China	\$170 million	-21%
Korea	\$128 million	-15%
Italy	\$106 million	70%

2015 Trade Activities and Services

It is during challenging international trade times that the support of the trade team is of the greatest value. The trade team helps companies strategically focus on the markets that have greatest opportunity; introduces companies to new buyers and distributors and educates new-to-export companies on how to execute their first export sale.

A snap shot of the trade building activities conducted by the trade team in Calendar Year 2015 include:

Exporter Education Seminars/Presentations

- Lakes State Lumber Association export education seminar
- Wisconsin Cheese Industry Conference export education seminar
- Livestock and Livestock Genetics Export Education Seminar
- Northeast Wisconsin International Business Network Presentation
- ExporTech Export Strategy Development sessions
- Food Export Education Seminar – “Meeting Buyers’ Expectations”

Trade Missions/Buyers Missions

- China Dairy Expo
- Restaurants Canada Show
- Vitafoods Europe
- SIAL China
- Institute of Food Technologists (IFT) Trade Show Chicago
- Buyers Mission to World Dairy Expo
- Vietwood Trade Mission for Forestry Products to Vietnam
- Trade Mission to Mexico and Colombia for livestock, feed, equipment
- Trade Mission to Chile for livestock, feed, equipment
- Cranberry buyers mission to Wisconsin from Mexico

1:1 Consultations

Outcomes of the above listed events will be shared during the 12.16.15 presentation.